DOCUMENT RESUME

ED 291 402 IR 052 302

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TITLE Guide to Sources: Advertising. Revised.
INSTITUTION Maine Univ., Orono, Raymond H. Fogler Library.
PUB DATE Sep 87
NOTE 8p.
PUB TYPE Guides - Non-Classroom Use (055) -- Reference Materials - Bibliographies (131)

EDRS PRICE MF01/PC01 Plus Postage.
DESCRIPTORS Academic Libraries; *Advertising; Annotated Bibliographies; Classification; Higher Education; Indexes; Information Seeking; *Information Sources; Library Guides; *Reference Materials; Reference Services; Subject Index Terms
IDENTIFIERS *University of Maine

ABSTRACT

This guide is designed to introduce the student to some of the major sources of advertising information available in the Fogler Library at the University of Maine. A brief description and exploration of the card catalog, Library of Congress Subject Headings, Library of Congress Classification System, and the Dewey Decimal System are included. In addition, a short overview of abstracts and indexes is provided, followed by an alphabetical listing of 10 such references that are the most relevant to the field of advertising. The location of each of these information sources in the library is noted. The remainder of the guide lists additional specialized library reference tools that supply information about advertising: (1) the periodicals printout (a computer print-out listing all periodical holdings of the library system); (2) bibliographies; (3) biographies; (4) dictionaries; (5) directories; (6) handbooks; (7) statistical references; (8) government documents; and (9) special collections (publications of state government agencies). Brief annotations accompany the majority of the examples cited. Concluding remarks point out that the following additional information sources are available to students: computer searches, a computer print-out listing specific periodical holdings in advertising, and the assistance of a reference librarian. (CGD)

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GUIDE TO SOURCES: ADVERTISING

SCOPE

This guide is designed to introduce the student to some of the major sources of advertising information available in the Fogler Library. The bibliographies, dictionaries, encyclopedias, handbooks, indexes, and other specialized tools in the Reference Area can supply needed information or direct you to sources that contain it. This guide is not intended to be a comprehensive list but rather serves as an introduction to advertising information sources available to the beginning researcher.

CARD CATALOG

The card catalog is the key to books and other library materials. It functions as an index to a major portion of the resources found in the Library.

Each book or item included in the card catalog has an author card, a title card, and one or more subject cards. There are many subject headings related to the study of advertising. A few examples are listed below.

ADVERTISING	CONSUMER PROTECTION
ADVERTISING LAWS	MARKET SURVEYS
ADVERTISING AGENCIES	RETAIL TRADE
RADIO ADVERTISING	MARKETING MANAGEMENT
COMMERCIAL ART	

SUBJECT HEADINGS

Library of Congress Subject Headings is a two volume guide to the headings used in the card catalog. It can lead you from an incorrect subject heading to a correct one. Knowledge of this tool will save time and may also open new avenues of approach to your subject. Copies are located at the card catalog and behind the Information Desk. A Reference Librarian will be glad to show you how to use it.

CALL NUMBERS AND CLASSIFICATION

Most of the books in Fogler Library are classified in the Library of Congress Classification System (LC) which is based upon letter and number combinations. The call number of a book classified in this system is shown below:

Ref	Location symbol - Indicates the book is in Reference
HF	Class - Business Administration
5803	Subclass - Advertising
A84	Derived from author's name

There are still volumes in the Library classified in the Dewey Decimal System (DDC) which was used prior to 1967. These books, though older, may still be useful. Example:

659.1322	Class: Advertising Copy
B956	Derived from author's name

ED291402

IR052302

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CALL NUMBERS AND CLASSIFICATION (cont.)

All call numbers, LC or Dewey, are found in the upper left hand corner of the catalog card. Copy the entire number. Charts located by the card catalog give the floor location of books bearing the numbers.

SELECTIONS FROM THE LC CLASSIFICATION SCHEDULE FOR BUSINESS

HA		Statistics
HB		Economic theory
HC		National Production
HD	1-91	Economic History. General
	2321-2429	Industry
	2709-2930	Corporations. Trusts. Cartels.
	2951-4501	Cooperation. State Industries. Municipal Industries.
	9000-9999	Special industries and trades.
HE	1-9925	Transportation and Communication
HF	1-1193	Commerce, General
	5001-5770	Business
	5801-6191	Advertising
HG	1-188	Finance, General
	3701-3781	Credit
	4501-6270	Investments
HJ	1-9995	Public Finance

ABSTRACTS AND INDEXES

Located in the Reference Area unless otherwise noted.

Topics of current interest, preliminary reports of field work, and other research are found in journals and other serial publications. Periodical indexes and abstracts are the keys to this type of literature.

An Index is usually arranged alphabetically by subject and supplies bibliographic citations to articles in magazines, books, pamphlets, etc. The citation for a periodical article contains the following elements:

Name of author(s)
Title of article
Name of journal
Volume number and date
Inclusive page numbers

An Abstract supplies all the above, plus a summary or description of the article.

The following is an alphabetical listing of abstracts and indexes pertaining to the field of advertising.

Index HA 202 A6
American Statistics Index. 1974+
Comprehensive index to statistics published by the U.S. government. Provides an abstract or summary of each statistical source.

Index HF 5001 B8 (Index Table)
Business Periodicals Index. 1958+
Subject coverage of over 300 journals in all fields of business including advertising and marketing, communications, printing and publishing, etc.

ABSTRACTS AND INDEXES (cont.)

Index HG 4057 F2 (Index Table)
F & S Index of Corporations and Industries. 1968-71, 1976+
Emphasizes company, product, and industry information. Articles are listed by SIC code and company name.

Reference Area
InfoTrac
Computerized index to over 1,000 general interest and business-related journals and magazines. Covers approximately three years.

Reference Area (Index Table)
Monthly Catalog of U.S. Government Publications. 1895+
The major index to public documents generated by Federal agencies. Monthly issues are arranged alphabetically by agency with subject, title , author, etc. indexes.

Reference Area
National Newspaper Index
Microfilm index to five major national newspapers. Covers approximately three years.

Index AI 3 S62 (Index Table)
Public Affairs Information Service Bulletin. (PAIS). 1915+
Monthly index to publications dealing with public policy, administration, and legislation. Selective indexing of public administration, social, and economic articles. Covers periodical articles, books, government documents, and pamphlets.

Index AI 3 S62 (Index Table)
Social Sciences Index. 1907+
Quarterly author and subject index to journals in the social sciences including economics, sociology, political science, geography, psychology and others.

Index HF 5801 T66
Topicator. 1965+
A monthly guide to periodical articles dealing with advertising, communications, and marketing.

Index HG 1 W26 (Index Table)
Wall Street Journal Index. 1981+
Monthly index to the Wall Street Journal arranged in two parts, general news and corporate news. Also indexes Barron's.

Most of the previously listed indexes and abstracts can be searched by computer. Please see the last page of this guide for additional information.

PERIODICALS PRINTOUT

The Periodicals Printout is a computer printout listing the titles of journals, newspapers, and indexes held by Fogler Library, University College and the Darling Center. Copies of this list may be found in the Reference Area, the Current Periodicals Room, and throughout the stacks. Consult this printout when you have found the citations that you need in the indexes and abstracts. The printout will tell you what journals and magazines the Library carries and where they are located.

BIBLIOGRAPHIES

Ref HF 5351 .D35 1985
Daniells, Lorna M. Business Information Sources.
Selective annotated list of business books and reference sources. Chapter on Marketing describes materials pertaining to advertising.

Ref HF 5353 E9
Encyclopedia of Business Information Sources.
An exhaustive sourcebook for all fields of business. Includes advertising. Lists information sources on over 1000 detailed subjects and industries.

Ref Z 7164 C81 P66
Pollay, Richard W. Information Sources in Advertising History.
Essays on economic data, sources of data and the trade press of advertising. Bibliographies; directories of archives, manuscripts, etc. Indexed.

BIOGRAPHIES

Ref CT 213 B5
Biographical Dictionaries Master Index.
Acts as an index to over 50 of the current Who's Who publications and other works of collective biography.

Ref HG 4057 .A4 1987 V.2
Standard & Poor's Register of Corporations, Directors and Executives.
Volume 2 provides brief biographical data on corporate directors and executives.

Ref HF 3023 A2 W5
Who's Who in Finance and Industry.
Biographies of leaders in business, finance, and industry.

DICTIONARIES

Ref HF 5803 A84
Ayer Glossary of Advertising and Related Terms.
Lists and defines terms in use in advertising and related areas.

Ref HF 5803 D5 1980
Dictionary of Advertising Terms.
Includes definitions for over 4,000 terms currently in use.

Ref HF 5412 M33 1984
Macmillan Dictionary of Marketing and Advertising.
Defines marketing terminology and provides brief information on important people, agencies, and concepts in the field.

DIRECTORIES

Ref HE 8689 B77
Broadcasting/Cablecasting Yearbook.
Directory of United States and Canadian TV and radio stations, advertising agencies, networks and programming, equipment manufacturers and distributors, etc. Brief TV and market data.

Ref Z 6951 .G34 (Information Desk)
Gale Directory of Publications.
Annual guide to newspapers, magazines, journals, and related publications, arranged by geographic location. Includes circulation, subscription and advertising data as well as brief descriptions of each city and state.

Ref HF 5805 M3 1986
Madison Avenue Handbook.
Provides information on companies, studios, and agencies in the fields of print ads, commercials, films, programming, etc.

Ref Z 475 M18
MIMP, Magazine Industry Market Place.
Attempts to cover all aspects of the American periodical industry.

Ref HF 5805 S66
Standard Directory of Advertisers.
Guide to over 17,000 corporations with national or regional advertising campaigns.

Ref HF 5805 S67
Standard Directory of Advertising Agencies. (The Agency Red Book).
Lists 4,400+ agencies (U.S. and Canadian), giving specialization, officers, approximate annual billings, % by media, names of accounts, etc.

Current Periodicals Room
Standard Rate and Data Service. (SRDS)
Excellent source of information on rates and media. Published in 12 sections, including newspapers, magazines, radio, television, direct mail, business publications and others. Lists circulation analysis, detailed advertising rates, and specifications. Several sections include marketing statistics for states, counties, cities, and metropolitan areas.

Ref TK 6540 T453
Television & Cable Factbook. 2 vols.
"Stations" volume is directory of United States and Canadian TV and radio stations. Listings are arranged by geographic locations and include information on technical facilities, rates, personnel, etc.

Ref Z 6941 U5 (Information Desk)
Ulrich's International Periodicals Directory. 2 vols.
Extensive listing of foreign and domestic periodicals, arranged by subject. Includes frequency, subscription rate, circulation, and indexing information.

HANDBOOKS

Ref HF 5415.13 .D35
Dartnell Marketing Manager's Handbook.
Comprehensive coverage of marketing with a section on promoting products and services.

HANDBOOKS (cont.)

Ref HF 5415.2 F419
Ferber, Robert. Handbook of Marketing Research.
One volume overview of marketing research methods and applications. Signed articles include references or bibliography at end.

STATISTICS

Current Periodicals Room
Advertising Age.
Important advertising magazine published semiweekly. Publishes several annual surveys including 100 leading national advertisers, 100 leading media companies, U.S. agency income profiles, etc.

Ref HF 5905 E38
Editor and Publisher Market Guide.
Gives market data for over 1,600 U.S. and Canadian newspaper cities, including population, households, trade area, banks, industries, sales, newspapers, airlines, etc. Also gives market rankings for population, disposable income, income per capita, etc.

Ref G 1200 R24 (Atlas Stand behind Information Desk)
Rand McNally Commercial Atlas and Marketing Guide.
Includes various statistical tables (population, sales, manufacturing, etc.) and marketing data by zip code, counties, MSA. Also various rankings and information on postal regulations, transportation distances, colleges and universities, etc.

Ref HF 5438 S212
Sales and Marketing Management - Survey of Buying Power Indexes.
Four annual statistical issues provide demographic, sales, and consumer market data. Part II of the survey includes annual surveys of newspaper and TV markets.

Ref TK 6540 T453
Television and Cable Factbook. 2 vols.
The "services" volume includes statistics on TV production, income, expenditures, number of households reached, ranking of TV markets, etc.

Ref HA 202 A3 (Information Desk)
U.S. Bureau of the Census. Statistical Abstract of the U.S.
Single volume that summarizes economic, social, demographic, and political statistics. Gives references to more detailed works.

Ref HC 101 A13122
U.S. Bureau of Economic Analysis. Business Statistics.
Biennial supplement to the periodical Survey of Current Business, this is an extensive collection of economic and industrial statistics.

Ref Z 7551 S84
Wasserman, Paul. Statistics Sources.
A subject guide to industrial, business, social, financial and other statistical data. Includes U.S. and international statistics sources.

GOVERNMENT DOCUMENTS

Fogler Library is a regional depository for U.S. federal government publications and a partial depository for Canadian federal government publications. There are many sources of statistical information in these collections, especially census data. Please ask at the Information Desk for assistance in locating and using these materials.

SPECIAL COLLECTIONS

Publications of agencies of the Maine state government are located in the Special Collections Department on Level 3. Special Collections maintains its own card catalog which includes references to state documents. Many statistical sources for the state may be obtained from this department.

You may want to know...

that a computer search may be run on your topic. Check with a Reference Librarian who will tell you how this is done and what it will cost.

that the Library subscribes to over 25 journals in advertising and related fields. A computer printout indicating Fogler's periodical holdings in advertising can be consulted at the Information Desk.

that a Reference Librarian will help you with materials described in this booklet and with any other questions you may have about the Library.

Revised by Lucinda White
Fogler Library, Information Services
September 1987